

**METHOD AND APPARATUS FOR HIERARCHICAL
SELECTIVE PERSONALIZATION**

Abstract of the Disclosure

Techniques are provided for improved serving of content in a distributed data network. In one aspect of the invention, a technique for delivering content in a client-server system based on a request from a client comprises the following steps/operations. The request is obtained. A performance characteristic of at least one server or at least one cache of the client-server system is determined. Then, a level of data accuracy to be delivered to the client in response to the request is determined. The data accuracy determination is based on: (i) the determined performance characteristic of the at least one server or the at least one cache; and (ii) at least one preference associated with the client. The performance characteristic may comprise a load of the at least one server or the at least one cache. The level of data accuracy may comprise a level of personalization to be delivered to the client in response to the request. The at least one preference associated with the client may comprise at least one personalization preference.